



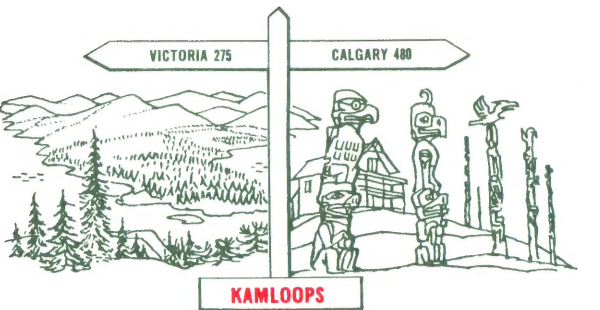


TRAVELLING WEST TO EAST

... your route begins at Victoria, heads east over the Rockies and speeds across the golden prairies to eastern Canada! It's a wide, wonderful road right to St. John's, Nfld., and B-A is with you all along the way—welcoming you with friendly travel advice, clean restrooms, and B-A 88 and 98 "Final-Filtered" gasolines! Wherever you drive in this great country, you're never far from top quality B-A products and service.



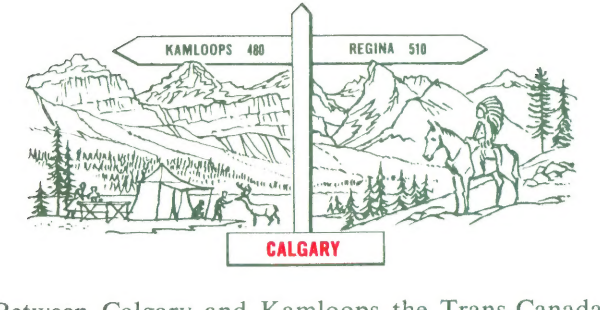
THE BRITISH AMERICAN OIL COMPANY LIMITED



British Columbia offers the traveller everything from cultural festivals to wilderness pack trails. Its major cities are fascinating in contrast. Victoria charms with its lovely gardens, manor houses and tea shops. Special treats in Victoria are Thunderbird Park with the finest totem poles in existence, lovely Beacon Hill Park, and renowned Butchart Gardens a few miles northwest. Vancouver exhilarates with its bustling business, modern architecture and gay night life. In the interior of the province, ranges of snow-topped mountains tower above cattle ranches and green meadows. In Vancouver don't fail to visit famous Stanley Park and Queen Elizabeth Park with its delightful arboretum. Enjoy the magnificent view as you motor along Marine Drive. Cross Lions Gate Bridge and find the Capilano River for the thrill of walking over Capilano Suspension Bridge 200 feet above the tumbling water. Spectacular sections of the highway are: The route west of Kamloops, from Cache Creek to Lytton, which follows the Thompson River as it roars its turbulent way through the gorge; from Boston Bar to Yale, along the mighty Fraser river, which makes a boiling passage through the jagged



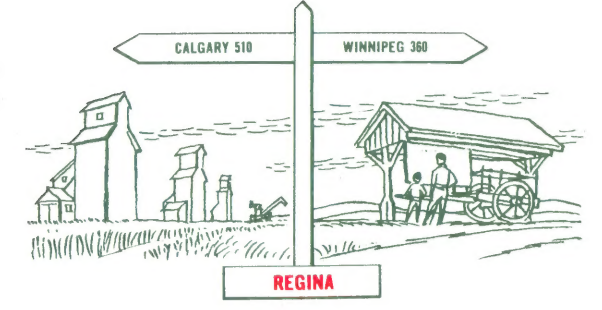
walls of Hell's Gate; Malahat Drive, from Nanaimo to Victoria, with mountains on the right and the sea on the left. Points of interest to look for: The Bastion, an old Hudson's Bay Company fort, at Nanaimo; trading post and stockade at Fort Langley; hop farms near Chilliwack; St. John the Divine, the oldest church on the B.C. mainland, at Yale; the museum and fort at Kamloops. Huge Garibaldi Provincial Park is near Vancouver, and Manning Provincial Park is easily reached from Hope.



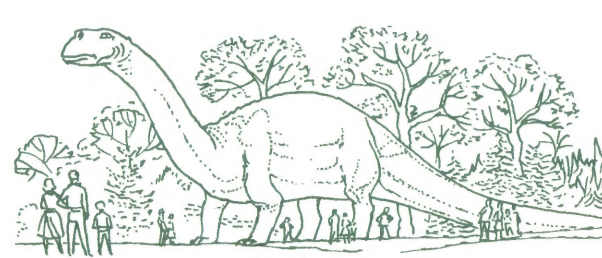
Between Calgary and Kamloops the Trans-Canada Highway traverses magnificent terrain, including world-famous Banff National Park with lovely Lake Louise. Indeed, there are four national parks and a large provincial park to enjoy. Few areas anywhere offer comparable sights. The route through Rogers Pass between Donald and Revelstoke is one of the most spectacular highways in the world. Picnic areas are conveniently located through the parks, and there are trails to roam, with plenty of room to camp, fish and photograph. The parks are sanctuaries for native animals—wandering deer, elk and bear are common sights. On a clear day the mountains are visible from Calgary. On the way to Banff the country changes from wheatland prairie to cattle-grazing foothills and then to majestic mountains as you drive up the Bow River valley. Visit the Cave and Basin, Upper Hot Springs, Banff Springs Hotel, Bow Falls, Tunnel Mountain Drive, Lake Minnewanka and Mount Norquay. Between Lake Louise and Banff watch for majestic Mt. Eisenhower, formerly Castle Mountain. Emerald Lake, Takakkaw Falls and Lake O'Hara in Yoho National Park are veritable treasures, and trails radiating from them lead to spots of unforgettable beauty. Trails in Glacier National Park pass through magnificent stands of mighty evergreens



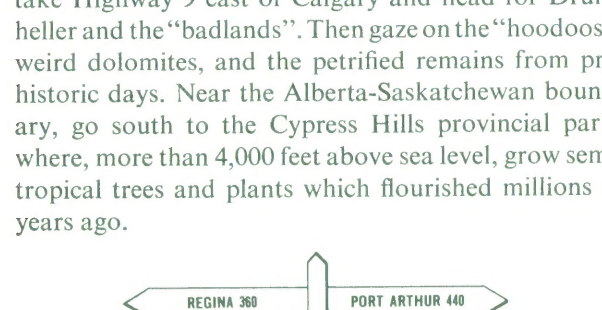
and the upland meadows are covered with alpine flowers in a riot of colour. For a breathtaking view, drive to the summit of Mount Revelstoke, taking the road from a point near the town of Revelstoke. The Columbia Ice-Field, one of the world's scenic wonders, can be seen on a short side trip along the Banff-Jasper Highway north from its junction with the Trans-Canada Highway. Towering mountains, lovely lakes, mighty waterfalls, and awesome canyons enthrall the motorist on this unique journey to Athabasca Glacier. Linger a while at Salmon Arm to enjoy the scenery and fishing at Shuswap Lake.



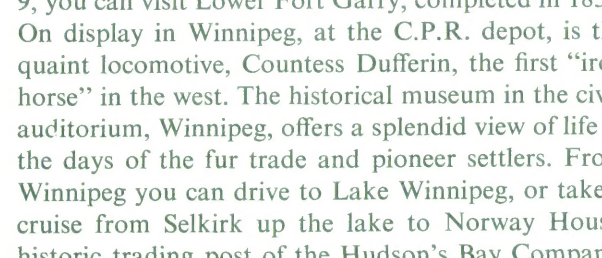
You are in the "breadbasket" of the world. Along this stretch of the highway the motorist traverses much of Canada's vast central plain. Sometimes the road runs straight and flat as a table. Sometimes the land is gently rolling prairie, treeless except for an occasional grove, here called a bluff. Jack-rabbits and gophers may dart across your path. At night coyotes slip swiftly by. In every village a line of grain elevators stand, silhouetted against the changing sky. In early summer the spreading earth is like a shining sea of green. In the late summer wind, golden waves rise and fall across the land. But most glorious is the prairie sunset, as the ball of fire in the western sky slowly descends to illuminate the horizon with myriad brilliant hues. A long twilight—two hours or more—gently ends the day. There is variety, too—the foothills of the Rockies in the west—the broad, luxuriant Qu'Appelle Valley in the east—



the "badlands" and the Cypress Hills in between. Ducks, grouse and Hungarian partridge are abundant in areas along the route, and there is good goose-hunting in the western prairies. The cities are distributing centres for immense farming areas. Calgary thrives on cattle, wheat and oil. The famous Calgary Stampede celebrated its 50th anniversary in 1962. In Calgary visit St. George's Island for life-size models of dinosaurs, and also the zoo, Canada's largest. Regina, the capital of Saskatchewan, was once the headquarters for the original Northwest Mounted Police and today is a training division headquarters for the Royal Canadian Mounted Police. Other cities and towns have colourful names—Moose Jaw, Swift Current, Gull Lake, Medicine Hat. For something on the journey that is definitely different:

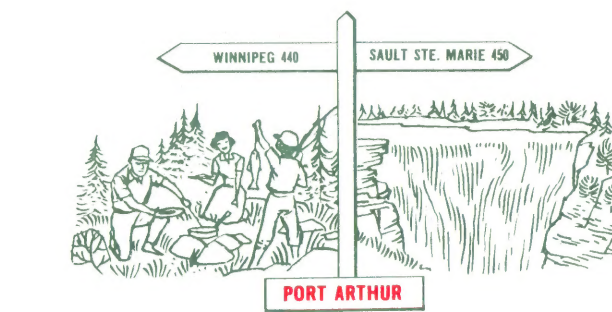


There is much to do and see along the highway, or a few miles on either side, as the broad land unfolds here on the prairies. You are in mid-continent. In summer, the days are long and warm, but the nights are cool. Manitoba's big lakes and the government parks in Saskatchewan and Manitoba offer havens for sport and relaxation. In Winnipeg's Fort Garry Park, for many years the headquarters of the Hudson's Bay Company. If you go 19 miles north of Winnipeg on highways 4 and 9, you can visit Lower Fort Garry, completed in 1833. On display in Winnipeg, at the C.P.R. depot, is the quaint locomotive, Countess Dufferin, the first "iron horse" in the west. The historical museum in the civic auditorium, Winnipeg, offers a splendid view of life in the days of the fur trade and pioneer settlers. From Winnipeg you can drive to Lake Winnipeg, or take a cruise from Selkirk up the lake to Norway House, historic trading post of the Hudson's Bay Company. From Portage la Prairie you can take a short jog north to the Delta Marshes or go south to the experimental farm at Morden with its amazing displays of fruits and



flowers. At Brandon on the Assiniboine River, go north about 55 miles to Riding Mountain National Park. Excellent roads wind through rolling farm lands

and luxuriant forests where wild flowers bloom in profusion. A large herd of elk ranges the plains and woodlands of the park, while a small herd of buffalo is on display near Lake Audy. The forest experimental station near Clear Lake is a popular tourist rendezvous. South from Whitewood, Saskatchewan, is Moose Mountain Provincial Park with lovely Kenosee and Carlyle Lakes. The forest nursery station at Indian Head, Saskatchewan, is also worth a visit. The land is rich in history and romance. Fascinating, too, are the crime museum at the RCMP barracks and the Saskatchewan Museum of Natural History, in Regina. There are striking exhibits of birds, animals and plants in their natural environment.

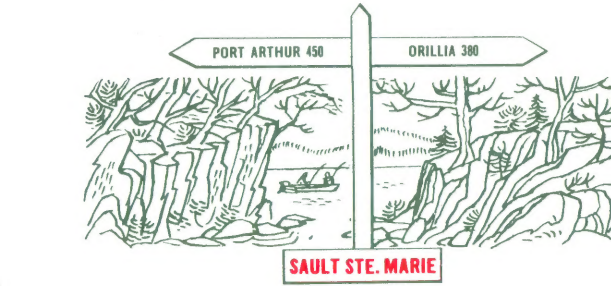


Western Ontario and eastern Manitoba are a paradise of lakes, rivers and forests. Between metropolitan Winnipeg and the lakehead cities of Fort William and Port Arthur, the highway traverses a land where man is at peace with nature. Relax and enjoy the magnificent scenery, if you prefer, or seize the many chances for sailing, canoeing, motor-boating and fishing. Try your skill with trout, pickerel or pike. Beaver, muskrat, fox, moose, caribou and deer abound in Whiteshell Provincial Park—less than two hours east of Winnipeg. At Kenora is lovely Lake of the Woods, studded with thousands of islands. Take a delightful sightseeing cruise on Lake of the Woods. A few miles south of Kenora is Rushing River Provincial Park with its pretty waterfall. Eighteen miles west of Fort William, Kakabeka Falls plunges into the wide gorge of the Kaministiquia River. Camping enthusiasts will venture farther west to Quetico Provincial Park, more than one million acres of wilderness, where the lakes and streams

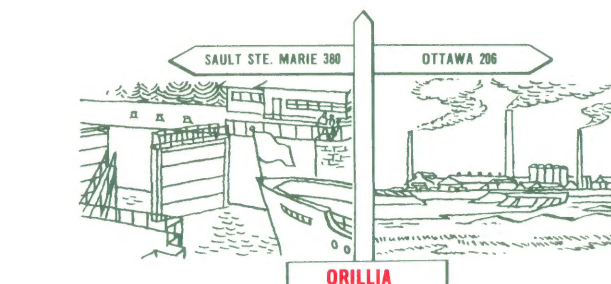


This portion of the route provides a romantic journey along the second largest of the Great Lakes—island-studded Lake Huron—through the mineral-rich Algoma and Sudbury districts and the summer wonderland of the Muskoka Lakes, Ontario's famous resort area. You can cruise among the 30,000 islands of Georgian Bay, off Parry Sound, or explore Manitoulin Island, largest of all freshwater islands, famed for its scenic beauty, fishing and hunting. Visit the canal and locks at Sault Ste. Marie—busiest in the world. Sometimes the locks carry more than 100 ships a day with a total

annual tonnage of more than 100,000,000. In "The Soo" tall smokestacks tower over steel plants, chemical works, pulp and paper mills. Visit the Algoma Steel mill, one of the largest in Canada. You can fish for "the big ones" in the tree-bordered inland waters of the Algoma country northeast of the Soo, or arrange a hunting trip in the surrounding wilds. The Sudbury district in

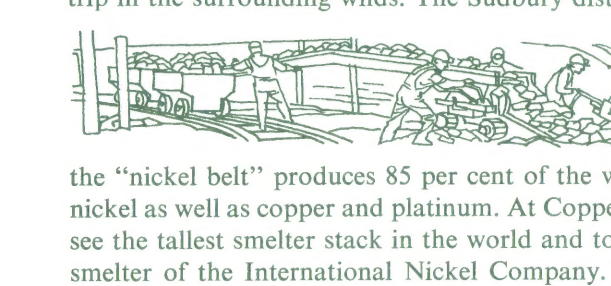


Along the rocky, forested shore of Lake Superior—the greatest of the Great Lakes—the Trans-Canada Highway takes the tourist in a mighty sweep through one of its most exciting regions. Through a sylvan wilderness of unearthly beauty the road crosses rushing streams, passes waterfalls and granite bays, threads through canyons blasted out of the Pre-Cambrian rock. You journey through some of the most magnificently rugged scenery east of the Rocky Mountains. Rocky headlands of the lake, hundreds of feet above the water, afford a splendid view. For a thrilling side trip take Highway 585 along the foaming Nipigon River into Nipigon Provincial Forest. Dally a while in Sibley Provincial Park, 24 miles east of Port Arthur, and in Lake Superior Provincial Park, 80 miles north of Sault Ste. Marie.



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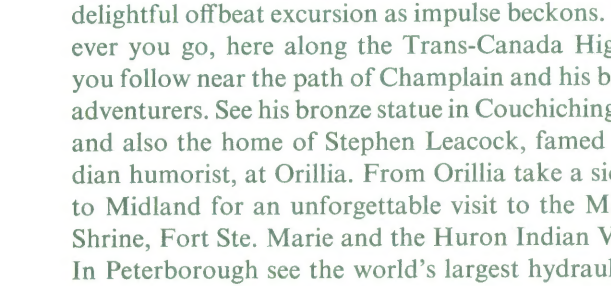
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the "nickel belt" produces 85 per cent of the world's nickel as well as copper and platinum. At Copper Cliff see the tallest smelter stack in the world and tour the smelter of the International Nickel Company. For a spectacular sight, visit the plant at night when the slag is dumped. The sky lights up as each car in the long train spills its molten contents down the slope. The section of the route around Blind River and Elliot Lake is the largest uranium mining area in North America.



Our route here touches or passes through some of Ontario's most attractive and popular vacation areas—Lake Simcoe and Lake Couchiching on the west, the Rideau Lakes on the east with the Kawartha Lakes and the Trent Canal between. It's a land of fun, with plenty of stops for cruising or sailing, swimming or fishing. A network of paved highways leads to many a delightful offbeat excursion as impulse beckons. Wherever you go, here along the Trans-Canada Highway, you follow near the path of Champlain and his band of adventurers. See his bronze statue in Couchiching Park, and also the home of Stephen Leacock, famed Canadian humorist, at Orillia. From Orillia take a side trip to Midland for an unforgettable visit to the Martyrs' Shrine, Fort Ste. Marie and the Huron Indian Village. In Peterborough see the world's largest hydraulic lift-lock and, at nearby Rice Lake, the serpent mounds—burial ground of a prehistoric people. Historic sights not too far from the Trans-Canada Highway include Old Fort Henry at Kingston, an impressive fortification where the guard performs old military drills, dressed in uniforms of that era. Here, too, is Fort Frederick and

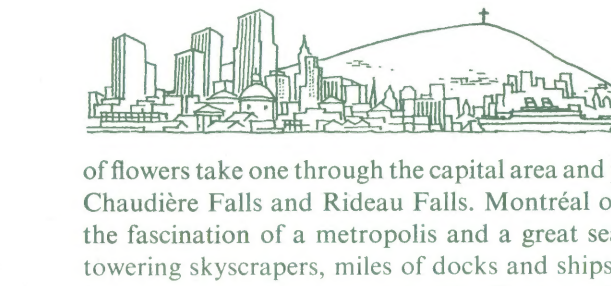


of flowers take one through the capital area and past the Chaudière Falls and Rideau Falls. Montréal offers all the fascination of a metropolis and a great seaport—towering skyscrapers, miles of docks and ships, luxurious shops, theatres, gay night-life. The top of Mount Royal gives sightseers a splendid panorama of the city and the St. Lawrence River. Famous churches include St. Joseph's Oratory, Notre Dame—one of the largest on the continent—and St. James Cathedral, on Dominion Square. The historical museum (Château de

the home of Sir John A. Macdonald. It is only a short jaunt from the Trans-Canada Highway to Metropolitan Toronto. Visit the University of Toronto, the Royal Ontario Museum, the Art Gallery of Toronto, Fort York, the Toronto Stock Exchange and Casa Loma, and ride in the subway—the only one in Canada.

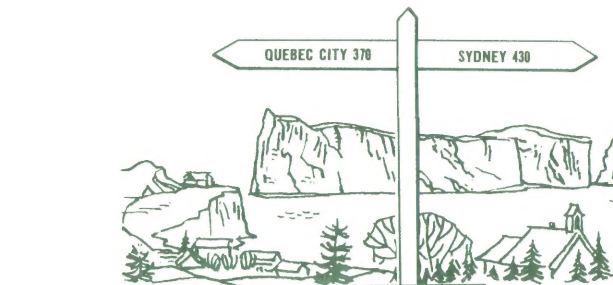


The traveller finds both the old and the new as he motors through farmlands and cities in this historic region where modernity jostles tradition and Canada's two languages are spoken. Here are some of the oldest cities and towns in Canada, the country's largest metropolis, and the nation's capital. Between Montréal and Ottawa, the Trans-Canada highway follows the route of the early explorers and voyageurs, and in some parts of Québec buildings still stand as reminders of life 300 years ago. One can savour the charm of the rural atmosphere on the south shore of the St. Lawrence or relish the delights of gastronomy in the sophisticated dining rooms of Montréal. Ottawa, the capital, stands in majesty where the Rideau River enters the lordly Ottawa River. To visit the parliament buildings of imposing Gothic architecture is an inspiration for every citizen. The National Gallery, the National Museum, the home of Sir Wilfrid Laurier, and many other public buildings yield a wealth of interest to visitors. Miles of driveways with hundreds of thousands

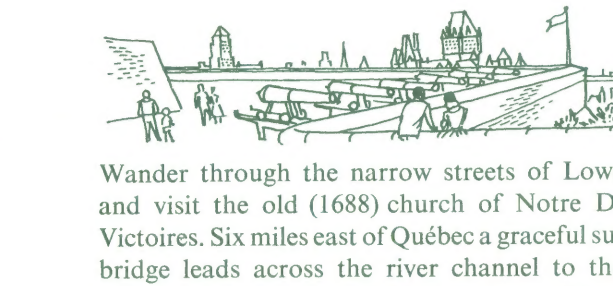


Wander through the narrow streets of Lower Town and visit the old (1688) church of Notre Dame des Victoires. Six miles east of Québec a graceful suspension bridge leads across the river channel to the Isle of Orléans, redolent of old New France, with old farmhouses, manor houses, and churches with exquisite woodcarving. A mile east are Montmorency Falls, and another 13 miles down river is the famous shrine of

Ramezay), the Montréal Museum of Fine Arts, and the Wax Museum offer many hours of fascinating observation. For side trips which provide rich rewards, drive to Gatineau Park north of Ottawa and Hull; head for the Laurentians north of Montréal; or slip over to Granby, 45 miles east of Montréal, and visit the zoo—one of the largest in Canada. Canada's newest and greatest historical attraction, near Morrisburg, Ontario, is Upper Canada Village, where the early 19th century comes to life. Reach it by turning off at Ottawa, Hawkesbury, or Montréal.

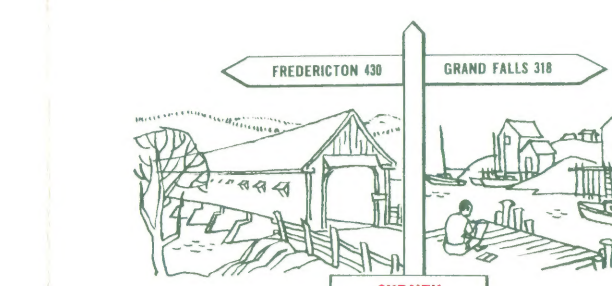


Québec and New Brunswick have been well named "la belle province" and "the picture province". The route passes through the Appalachian Mountains with their varied terrain of highlands and cultivated lowlands. It runs along two great rivers—the majestic St. Lawrence and the beautiful St. John, "the Rhine of America". In northern New Brunswick the highway cuts through canyons in the midst of dense forests. In the Grand Falls-Woodstock section it slips through the great potato belt which supplies millions of tubers to the markets of Montréal and Toronto. It takes you back in time to the beginning of Canadian history. In Québec, the memories of the past leap out from every bastion and turret, and one can stand where stood Cartier, Champlain, Frontenac, La Salle, Montcalm and Wolfe. See the ancient walls and gates, walk on the Plains of Abraham, explore the citadel on Cape Diamond.

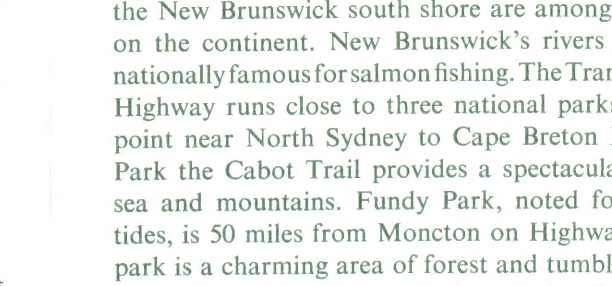


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Ste. Anne de Beaupré. Between Lévis and Rivière du Loup, enjoy the magnificent view across the St. Lawrence, more than 10 miles wide here, and look for artistic woodcarvings in St. Jean Port Joli. Highly recommended is a tour from Rivière du Loup, by Highways 10 and 6, to the picturesque Gaspé Peninsula. Elsewhere, watch for the lovely falls and gorge at Pokiok, 37 miles west of Fredericton; the longest covered bridge in the world, at Hartland, New Brunswick; the plunging waters at Grand Falls.



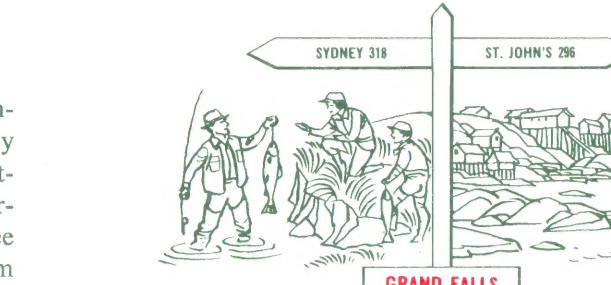
The romance of history and the beauties of nature enthrall the visitor to the Maritime Provinces. Here may be found all the delights of bathing, fishing and boating. One province is an island, another is almost surrounded by water, and the third has the sea on three sides. Inland, there are scores of rivers. Many of them are crossed by covered bridges, romantic tunnels of the horse-and-buggy days. The sandy beaches of Prince Edward Island's north shore, Cape Breton Island and the New Brunswick south shore are among the finest on the continent. New Brunswick's rivers are internationally famous for salmon fishing. The Trans-Canada Highway runs close to three national parks. From a point near North Sydney to Cape Breton Highlands Park the Cabot Trail provides a spectacular view of sea and mountains. Fundy Park, noted for its high tides, is 50 miles from Moncton on Highway 14. The park is a charming area of forest and tumbling rivers, with pleasant beaches on the bay. Swimming is a delight in the warm waters off Prince Edward Island National Park, and near Cavendish you can visit Green Gables, the farmhouse made famous by the novel, Anne of Green Gables. Special thrills along the route, or near it, are the Canso Causeway, which links Cape Breton Island and the mainland; Magnetic Hill and the awesome tidal bore at Moncton; the Reversing Falls of Saint John Harbour. The tourist will want



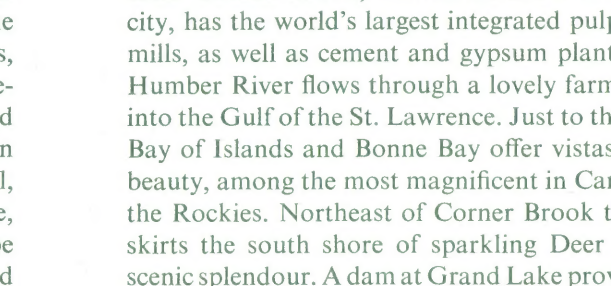
Newfoundland. Be sure to tour Conception Bay with its rugged coastline and colourful fishing villages. Between St. John's and Grand Falls, relax amid the beauty of Terra Nova National Park; visit the airport, one of the largest in the world, at Gander; fish for salmon or trout in any of the numerous lakes and rivers. Visit the large newsprint mill at Grand Falls.



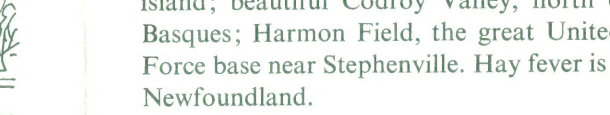
to see Confederation Chamber in Charlottetown's Provincial Building; the Alexander Graham Bell Museum at Baddeck, Nova Scotia; the Beaverbrook Art Gallery in Fredericton—one of the best in Canada. Historic points of interest: the Citadel and the Harbour in Halifax; the ancient Acadian Village of Grand Pré, a few miles west of Truro; Fort Louisbourg, now being restored, near Sydney; the New Brunswick Museum—Canada's oldest—in Saint John, and Martello Tower in neighbouring Lancaster. Fort Beauséjour is near Sackville, which has Mount Allison University and the international broadcasting station of the Canadian Broadcasting Corporation.



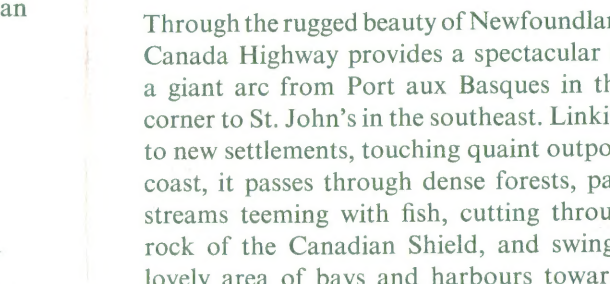
The journey across Cabot Strait from North Sydney, Nova Scotia, to Port aux Basques, Newfoundland, is a delight on the handsome passenger-and-car ferry, William Carson. Between Port aux Basques and Grand Falls the traveller is in for an unusual treat. Newfoundland's scenery is an artist's dream and a photographer's haven. The hills and mountains, valleys and lakes, forests and glens blend into a panorama of beauty. All along the west coast there are excellent salmon streams, and splendid trout may be had in the myriad ponds and streams. Caribou, moose and bear roam the more open sections of the interior. Ducks, geese and snipe may be seen. Corner Brook, Newfoundland's second largest city, has the world's largest integrated pulp and paper mills, as well as cement and gypsum plants. Here the Humber River flows through a lovely farmland valley into the Gulf of the St. Lawrence. Just to the north, the Bay of Islands and Bonne Bay offer vistas of striking beauty, among the most magnificent in Canada east of the Rockies. Northeast of Corner Brook the highway skirts the south shore of sparkling Deer Lake amid scenic splendour. A dam at Grand Lake provides hydro-electric power for the huge mills in Deer Lake and Corner Brook. Points of interest: St. George's, one of



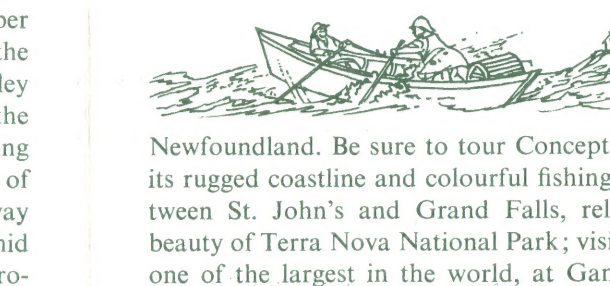
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the oldest communities in the southwestern part of the island; beautiful Codroy Valley, north of Port aux Basques; Harmon Field, the great United States Air Force base near Stephenville. Hay fever is unknown in Newfoundland.



Through the rugged beauty of Newfoundland the Trans-Canada Highway provides a spectacular adventure in a giant arc from Port aux Basques in the southwest corner to St. John's in the southeast. Linking old towns to new settlements, touching quaint outposts along the coast, it passes through dense forests, past lakes and streams teeming with fish, cutting through the hard rock of the Canadian Shield, and swings through a lovely area of bays and harbours toward its eastern terminus on the Atlantic coast. St. John's, the capital city, is the oldest city in North America, lying, almost land-locked, in one of the finest natural harbours of the New World. Here Sir Humphrey Gilbert claimed Newfoundland as Britain's first colony (1583), and here was fought the last battle of the Seven Years' War (1762). The ruins of Queen's Own Battery on the brow of Signal Hill, 500 feet above the city, mark the location of North America's most easterly rampart. Explore the ancient city—Water Street, the oldest street on the continent; the waterfront; Cabot Tower, in Signal Hill National Historic Park; Newfoundland Museum; Colonial Building, erected in 1847 as the seat of government; the Basilica of Saint John the Baptist; imposing Confederation Building, the new government headquarters; and the beautiful Memorial University of



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